



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/19 thru 07/25.**

Fri. Jul 19, 2024

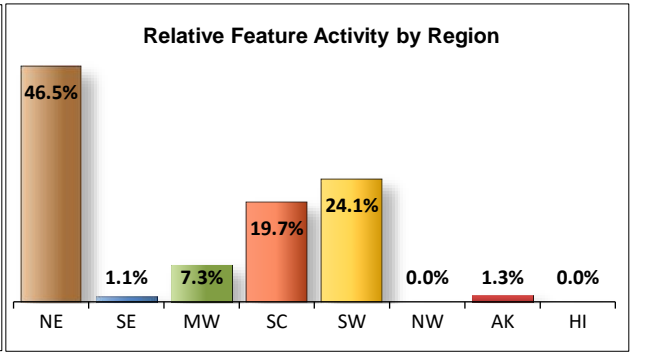
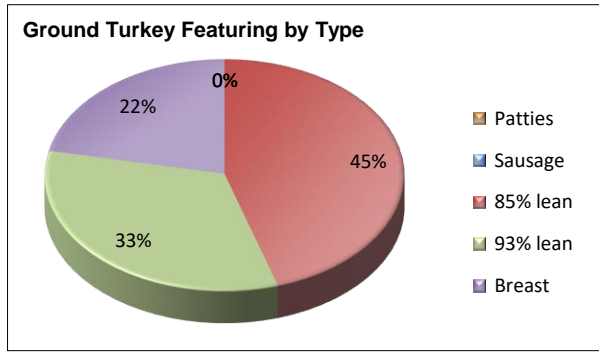
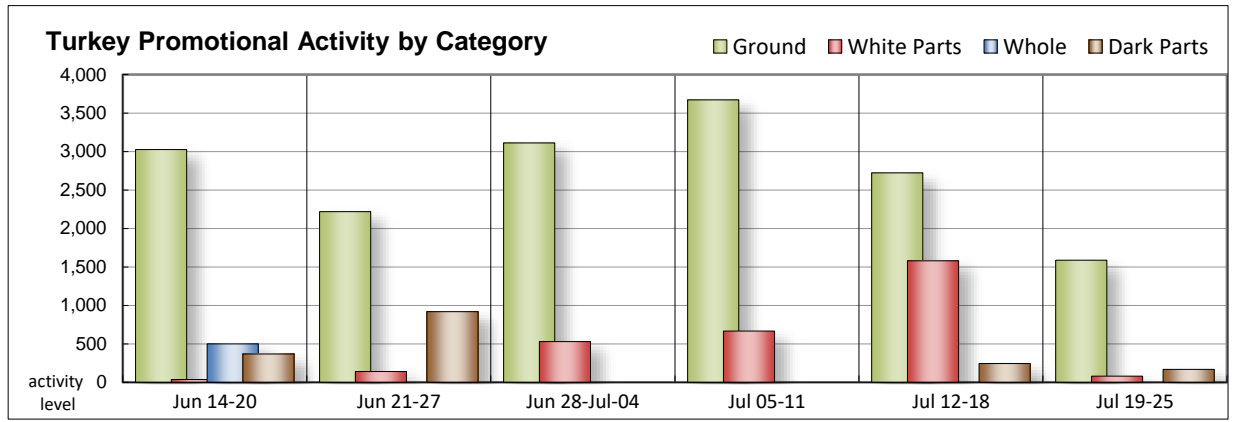
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	11.8% of 29,200 outlets		22.8% of 29,200 outlets		27.8% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	4.2%		4.2%		5.7%	
<b>Activity Index</b> <sup>2/</sup>	3,816		7,117		8,416	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh						
Frozen	65	1.94	139	1.29	135	2.17
Split, bone-in						
Fresh						
Rotisserie	15	8.99				
Boneless, whole						
Cutlets			66	6.99	77	6.00
Cutlets, thin sliced						
Strips						
Tenders					77	6.00
Marinated Tenders			1,374	5.13	241	6.08
Drumsticks	50	2.69	108	2.12	40	1.59
Thighs						
Wings	54	2.69	136	2.45	40	1.59
Necks	54	2.69			10	1.28
Smoked Drumsticks						
Smoked Wings					43	2.49
Smoked Necks	10	2.98				
<b>GROUND TURKEY:</b>	<b>1,587</b>	<b>4.29</b>	<b>2,722</b>	<b>3.64</b>	<b>3,158</b>	<b>3.05</b>
Patties			302	4.07		
Sausage						
85% lean	718	3.32	1,724	3.18	2,640	2.84
93% lean	523	4.10	489	3.75	447	3.88
Breast	346	6.61	207	6.49	71	5.58
Rolls (frsh/frz 1 lb.)			89	3.50	65	1.81
<b>Specialty</b> <sup>5/</sup>						
Patties	357	5.99	760	5.17	320	5.14
93-94% lean	1,219	4.80	1,633	4.87	1,956	5.06
Breast	405	6.70	90	6.37	2,254	6.21

Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Livestock, Poultry, & Grain Market News;  
<http://www.ams.usda/market-news/livestock-poultry-grain>

Turkey feature activity holds steady this week. Frozen bone-in breast offerings remain light with a limited store count. Rotisserie breasts return this week with a small appearance. Marinated tenders drop off completely. Fresh dark parts ad activity remains, but at a higher price and only smoked necks can be found for the smoked dark parts. Grinds activity continues to decrease with this week only being half of what the activity was last year at this time. Most of the grinds activity can be attributed to specialty 93% lean, which also can be found in a better value compared to last week. Service deli category one turkey activity doubled while self-service deli remained consistent to last week with the smaller package sizes.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.

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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	23.8% of 5,500 sampled outlets Activity Index = 1,999			2.3% of 7,400 sampled outlets 4.1% Activity Index = 63			9.4% of 6,100 sampled outlets Activity Index = 285		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.99	16	1.99	1.49 - 1.99	16	1.80	1.99	33	1.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks				2.98	10	2.98			
<b>GROUND TURKEY:</b>									
Patties									
Sausage									
85% lean	3.33	212	3.33	2.99 - 3.33	20	3.18	3.33	108	3.33
93% lean	3.99 - 4.49	171	4.29				2.99 - 4.49	69	4.25
Breast (99-100% lean)	6.99	227	6.99				5.99	42	5.99
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties	5.99	357	5.99						
93-94% lean	3.99 - 4.99	659	4.65	4.98	17	4.98	4.99	33	4.99
Breast	5.99 - 6.99	357	6.80						

Source: USDA Livestock, Poultry, & Grain Market News;

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	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
<b>Feature Rate</b> <sup>1/</sup>	15.4% of 4,900 sampled outlets			17.0% of 3,800 sampled outlets			0.0% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.5%								
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 770			Activity Index = 684			Activity Index = 0		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks				2.69	50	2.69			
Thighs									
Wings				2.69	54	2.69			
Necks				2.69	54	2.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage									
85% lean	2.99 - 3.79	122	3.49	2.99 - 3.33	256	3.23			
93% lean	2.99	13	2.99	3.99	270	3.99			
Breast (99-100% lean)	5.83	77	5.83						
Rolls (frsh/frz 1 lb.)									
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	4.99	510	4.99						
Breast	5.00 - 6.99	48	6.00						

Source: USDA Livestock, Poultry, & Grain Market News;

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	ALASKA (AK)			HAWAII (HI)		
Feature Rate <sup>1/</sup>	15.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Special Rate <sup>4/</sup>						
Activity Index <sup>2/</sup>	Activity Index = 15			Activity Index = 0		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie	8.99	15	8.99			
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties						
Sausage						
85% lean						
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
<b>Specialty <sup>5/</sup></b>						
Patties						
93-94% lean						
Breast						



**USDA National Retail Report - Turkey**

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/19 thru 07/25.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate <sup>1/</sup>	57.7% of 29,200 stores		46.3% of 29,200 stores		39.8% of 29,200 stores	
Activity Index <sup>2/</sup>	34,824		31,938		25,388	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>						
<b>Category 1</b>						
Processor Brand	7,875	10.30	3,847	10.21	7,405	9.96
Private Brand	272	9.98	3,055	9.06	1,042	9.97
<b>Category 2</b>						
Processor Brand	890	7.13	237	6.43	66	6.99
Private Brand			226	6.99	641	6.38
<b>Category 3</b>						
Processor Brand	28	4.99	118	4.81	100	5.21
Private Brand					83	4.55
<b>Turkey Ham</b>						
Processor Brand	117	4.44	288	5.33	195	4.80
Private Brand	16	4.59	54	4.16	145	4.97
<b>Turkey Pastrami</b>						
Processor Brand					47	6.29
Private Brand					62	5.99
<b>SERVICE DELI - Chicken</b>						
<b>Category 1</b>						
Processor Brand	3,671	10.35	2,046	9.91	2,400	10.38
Private Brand	154	9.49	1,247	9.47	304	9.84
<b>Category 2</b>						
Processor Brand	105	8.02	132	5.99	12	6.99
Private Brand			231	6.99	390	6.35
<b>SELF-SERVICE DELI</b>						
(dollars per tub or pouch)						
<b>Turkey 7-10 oz</b>						
Processor Brand	8,230	4.14	7,364	4.08	5,459	4.47
Private Brand	1,789	3.99	803	3.50		
<b>Turkey 16 oz</b>						
Processor Brand	3,009	6.71	4,507	6.34	1,375	6.93
Private Brand			128	6.12	339	6.48
<b>Chicken 7-10 oz</b>						
Processor Brand	6,879	4.02	6,852	4.03	5,323	4.46
Private Brand	1,789	3.99	803	3.50		

NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)		
67.4% of 5,500 sampled outlets <b>Activity Index = 7,450</b>			65.5% of 7,400 sampled outlets <b>Activity Index = 11,953</b>		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
7.99 - 13.99	3,646	10.58	7.99 - 12.99	1,082	9.41
8.99 - 9.99	74	9.81			
6.99	193	6.99	5.98 - 6.99	352	6.94
7.99 - 10.99	516	9.73	6.99 - 11.49	1,482	10.57
			7.99	9	7.99
2.50 - 4.99	1,181	3.77	2.50 - 5.00	3,835	4.11
3.99	309	3.99	3.99	366	3.99
5.99 - 7.99	307	6.13	4.99 - 7.99	751	6.66
2.50 - 4.99	915	3.70	3.33 - 5.00	3,710	4.13
3.99	309	3.99	3.99	366	3.99

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,NV)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
	63.5% of 6,100 sampled outlets Activity Index = 6,797			34.6% of 4,900 sampled outlets Activity Index = 4,083			44.3% of 3,800 sampled outlets Activity Index = 2,626			76.5% of 1,300 sampled outlets Activity Index = 1,829		
Feature Rate <sup>1/</sup>												
Activity Index <sup>2/</sup>												
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	7.99 - 13.99	2,058 10.30		8.97 - 13.99	236 10.05		9.99 - 15.99	783 10.39		8.97 - 8.99	59 8.98	
Private Brand	7.99 - 11.99	178 10.16										
<b>Category 2</b>												
Processor Brand	6.00 - 9.99	293 7.46		6.99	31 6.99		6.99	7 6.99		6.99	14 6.99	
Private Brand												
<b>Category 3</b>												
Processor Brand							4.99	28 4.99				
Private Brand												
<b>Turkey Ham</b>												
Processor Brand							4.29 - 4.59	117 4.44				
Private Brand				4.59	16 4.59							
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	7.99 - 11.99	768 10.25		9.99 - 10.99	57 10.04		10.99 - 13.99	166 12.38		9.99	682 9.99	
Private Brand	7.99 - 11.99	100 10.30		7.99	45 7.99							
<b>Category 2</b>												
Processor Brand	6.00 - 8.99	93 8.05		6.99	2 6.99					7.99	10 7.99	
Private Brand												
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.50 - 4.99	436 3.98		2.48 - 5.00	1,547 3.85		2.99 - 5.49	415 4.48		3.78 - 5.49	805 5.32	
Private Brand	3.99	404 3.99		3.99	287 3.99		3.99	346 3.99		3.99	68 3.99	
<b>Turkey 16 oz</b>												
Processor Brand	5.50 - 7.99	1,627 6.95		5.99 - 6.99	76 6.49		5.99 - 8.48	218 6.16		4.49	15 4.49	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.50 - 4.99	436 3.98		2.48 - 5.00	1,499 3.89		2.99 - 4.99	200 4.16		3.99 - 4.49	108 4.43	
Private Brand	3.99	404 3.99		3.99	287 3.99		3.99	346 3.99		3.99	68 3.99	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	40.0% of 100 sampled outlets			24.8% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 54			Activity Index = 32				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	9.49	11 9.49						
Private Brand				8.99	20 8.99			
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	4.49	11 4.49						
Private Brand	3.99	3 3.99		3.99	6 3.99			
<b>Turkey 16 oz</b>								
Processor Brand	5.99	15 5.99						
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	4.49	11 4.49						
Private Brand	3.99	3 3.99		3.99	6 3.99			

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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